

Study on the Influence of E-Commerce Anchor Characteristics on Consumers' Willingness to Buy for First Time

Min Qian^a, Guannan Li^b

School of Economics and Management, Nanjing University of Science and Technology, Nanjing 210094, China

^a1684356170@qq.com, ^bqueenie_njust@163.com

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Abstract: E-commerce live broadcast is an industry that has erupted in recent years, in just a few years, there will be head platform and head anchor, the annual turnover of more than 10 billion, but many e-commerce anchors are how to attract consumers in the live room to buy orders? To conduct a questionnaire survey on netizens, this paper on the characteristics of e-commerce anchors and the interaction between e-commerce anchors and audiences, the results show that the popularity of e-commerce anchors, professionalism and product involvement is an important field to promote the purchase of viewers, the higher the popularity of e-commerce anchors, professionalism and product involvement, the higher the consumer's willingness to purchase the first purchase. At the same time, the interaction between e-commerce anchors and consumers in the adjustment, the three characteristics of e-commerce anchor and consumers' first purchase will have a negative adjustment effect.

1. Introduction

The broadcast marketing is a new marketing method in the era of network self-media. Since 2016, Taobao test water live sales, major Internet companies have come down, 2017 fast hands began to try live with goods, in March 2018, Taobao lives on the mobile Taobao main screen, DAU quickly broke through the million, the same year, shake sound in a short video and live broadcast to open a large-scale live-powered operator shipping, DAU estimated in more than 100 million. Development so far, in 2019 Taobao live sales turnover of more than 200 billion, 400 million users become Taobao live audience, nearly a million anchors in Taobao with goods, of which 117 anchors annual turnover of 100 million yuan. Other Internet companies are not willing to lag, on April 1 this year, "net red" Luo Yonghao to the net 60 million yuan price signed shake sound, for the live sound of live goods, consolidate the marketing position of the sound, the first time live on a total of 2.8 million people to watch, sales of 110 million yuan, and on the same day, Via in Taobao live sales rocket, when the instant sales, instant lying, the impact of the consumer can be seen. According to the survey, about 74% of consumers will be before the purchase, the product information search (Guo Guoqing, Li Guangming, 2012), because the host live-streaming goods interactivity and real-time, increased the sense of consumer participation, many consumers will be the original "self-examination information" process, transferred to the live broadcast room to watch the host introduction product information, and the final result of two-way interaction is a huge volume and turnover. Now the live stream of goods market, tens of thousands of live broadcast rooms, so that consumers in a limited time, to produce the purchase intention and the implementation of the purchase action, consumers watching the live broadcast, affect ingested by a major factor in their buying behavior opinion leader on the impact of consumers, often because of some characteristics of the host, consumers will produce one or more consumer behavior, so some characteristics of the e-commerce network host can enhance consumers' willingness to buy.

2. Documentary review and research hypothesis

Webcast originated in 2011 a foreign main push game live Twitch.TV (Fang Chao, 2018), in China, many scholars believe that the development of webcast to the present scale, probably experienced three stages: 1.0 stage is broadcast tv live; Pass it to viewers via the internet, where viewers speak in the comments section and host real-time feedback (Lei Zuosheng, 2015). To the 3.0 era, the redefinition of webcasting, into the era of mobile live broadcasting, with APP, anytime, anywhere can be broadcast, it is with mobile devices and all kinds of live APP as a support, the dissemination of video information has a stronger interaction (Zhang Yu, 2013). In the 3.0 era, webcasting has evolved into a decentralized state, with everyone finding areas of interest to produce content, which is more like a real-time social approach, with APP users posting videos and other users responding by likes, impeachment comments, and giftbrushes after seeing it (Shou Xuan, 2017).

E-commerce live broadcast when the application of webcast to marketing scenes, to live the means, for enterprises to achieve product and brand promotion in the mobile side of the marketing model (Zhang Wei, 2014) and ultimately for the enterprise to enhance brand image, expand brand awareness, increase product sales and enterprise sales (Li Yuhong, 2016). There are 400 million people in the middle of 2019 into Taobao live room, for Taobao contributed more than 200 billion yuan of GMV, then guide 400 million viewers to create a total turnover of 200 billion yuan of e-commerce anchors, before becoming famous, more for ordinary people, different from the star's remote, these people and consumers will create a closer psychological distance, consumers will be more likely to have a sense of identity to them (Liu Fengjun, Meng Lu et al, 2020). However, after many years of understanding and learning in the field, with the relevant areas of expertise and experience, the use of a strong network of interpersonal communication, through the media means of word-of-mouth communication, and influence the attitudes of other consumers (Meng Fei, 2012).

2.1 Impact of the e-commerce anchor's characteristic consumer's desire to first purchase

On the development of e-commerce live broadcast, the influence in the transmission of information gradually strengthened, e-commerce anchor through the live broadcast platform to express the views and use of the product, and then provide a large number of high-quality information, called the field of opinion leaders, because of the perennial focus on a certain field, for some products also have a higher degree of product involvement, familiarity (Chan, Misra, 1990). E-commerce anchors tend to have better knowledge of their field and have a deeper product involvement than their followers (Dream, 2012), and because of the higher product involvement, e-commerce anchors also have higher expertise and more professionalism in a particular field (Lawrence, Linda, 1987). As e-commerce anchors become more and more professional, their audience is more and more, visibility is also higher and higher, access to information has a wider and more convenient sources of channels, can stimulate consumers' willingness to buy, and affect women consumers will be more obvious willingness to buy (Zhang Yu, 2013). Consumers' willingness to buy can predict the likelihood that consumers will buy, and the higher the willingness to buy, the more likely they are that consumers will buy, and the consumer's willingness to buy is also a key factor in predicting whether consumers will buy (Yin Welli, 2019). The first purchase intention is one of the buying intention, generally there are two definitions, one is that the consumer has not purchased any of the brand's products, the second is that the consumer just did not buy the product (Chang Ya equality, 2011). In this article, we mainly explore the first time consumers buy a product, the characteristics of the e-commerce anchor to the consumer's first purchase intention.

2.2 Popularity

In the 2019 double eleven pre-sale of the night before the live broadcast, Via and Li Jiaxuan live broadcast between the audience of more than 30 million people are more than 30 million people are more willing to believe that celebrities, celebrity awareness of the trust of consumers is a significant

positive impact (Fang Chao, 2018), thus, to stimulate consumers' willingness to buy. In addition to the popularity of head e-commerce anchors themselves, they also need a certain level of exposure to increase their sales (Judith, Dina, 2006). For example, when Li Jiaqi sells certain goods live, he will let the audience retweet the microblog with the topic of "Li Li Jiaqi " on the weibo platform, in order to draw the lucky audience, it is precisely because many consumers in order to obtain prizes, with "Li Jiaqi " topic of large-volume retweets and likes, Li Jiaqi every live broadcast will be on the weibo hot list. Therefore, the popularity of e-commerce anchors in addition to their own status and influence, but also have a good reputation and high exposure, so that their promotion will be accepted by the vast number of consumers (Meng Fei, 2012), the audience will produce the first purchase will have a willingness. According to this, this paper puts forward the following assumption H1: the popularity of e-commerce anchors has a positive impact on consumers' first purchase intentions.

2.3 Professional Level

The higher the professional degree of e-commerce anchor, consumers have a greater probability in accordance with the information given by the host to produce the willingness to buy (Yin Welli, 2019), e-commerce anchor's professionalism is mainly in its category of more professional, but in addition to its sales and promotion of products only have a strong professional, should also introduce the use of the product. The product knowledge of the e-commerce anchor shall be composed of the e-commerce anchor's familiarity with the product and its expertise, and the familiarity is the experience that the e-commerce anchor experiences in using the product (Alba, Hutchinson, 1987). When the e-commerce anchor is more familiar with the product and the richer the experience, the more agreement to be the object of consumer consultation (Chan, Misra, 1990), then when he introduced the goods, the consumer will have a stronger first-time purchase. According to this paper, the following assumptions H2: the professionalism of e-commerce anchors has a positive impact on consumers' first purchase intentions.

2.4 Product involvement

In this article, the degree of product involvement refers to the degree of involvement of the e-commerce anchor for the products he sells. In order to maintain his professionalism, the e-commerce anchor must take the initiative to understand the product in depth, more understanding than ordinary people, so that in the introduction, give a more professional and detailed introduction, high product involvement is also the basis of professionalism (Fang Chao, 2018). More rational proposals could also have a positive impact on consumers' first-time buyers. According to this paper, the following assumptions H3: the product involvement of e-commerce anchors has a positive impact on consumers' first purchase intentions.

2.5 Interactivity

In the e-commerce live broadcast, consumers in the comment son-in-chief issued their own questions, by the host to answer, through this kind of interaction, e-commerce anchor to introduce the product information to consumers, the higher the interactive, the host will explain the product will be detailed, the more consumers know about the product, the more trust the e-commerce anchor is. Therefore, interactivity has a positive impact on consumer satisfaction and consumer experience value (Guo Guoqing, Li Guangming, 2012). Interpersonal relationships in the virtual brand, can have a positive impact on consumer satisfaction, trust (Fang Chao, 2018). In the process of live broadcast, it is precisely because of the interaction between consumers and the host, the professionalism of the anchor and product involvement can be shown, so this paper put forward the following assumptions, H4: Interactivity plays a positive role in regulating the mainbroadcaster's popularity and the consumer's first purchase intention, H5: Interactivity plays a positive role in regulating the professionalism of the anchor and the consumer's desire to buy first, and H6: Interactivity plays a positive role in regulating between the host's product involvement and the consumer's first purchase intention.

3. Research design

The model of the influence of e-commerce anchor characteristics on consumers' first purchase intention is composed of three parts, including: visibility, professionalism and product involvement, adjustment variables are the interaction of e-commerce anchors and consumers, and because variables are consumers' first purchase intention. The statistical analysis of the data is done by the SPSS software.

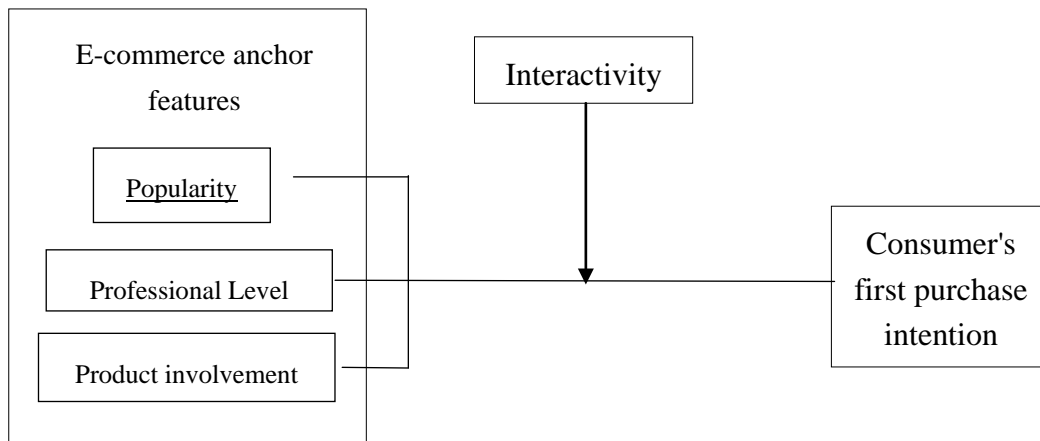


Figure 1. Model of the impact of e-commerce anchor features on consumers' first purchase intentions

3.1 Questionnaire scale design

In the measurement of visibility, this paper mainly draws on the measurement of the quantity of the e-commerce anchor, the product involvement degree of the e-commerce anchor, the interaction of the e-commerce anchor and the consumer, and the intention of the first purchase.

Table.1. Total Cronbach's Alpha reliability values for questionnaires

Cronbach's Alpha	N
0.75	27

Table.2. Cronbach's Alpha reliability values for each variable in the questionnaire

Variable	dimension	Cronbach's Alpha	KMO value
e-commerce anchor	popularity	0.893	0.895 0.761
	Professional level	0.868	
	Product invovlement	0.925	
interactivity	interactivity	0.911	0.848
First intention to purchase	First intention to purchase	0.925	0.841

KMO's value is $0.761 > 0.7$, e-commerce anchor $0.848 > 0.7$, KMO's value of first-time buyer's intention is $0.841 > 0.7$, and Bartlett's spherical Sig. < 0.001 , so the conditions for factor analysis are met.

3.2 Questionnaire distribution

Of the 111 samples collected, 49 were men, accounting for 44.1 per cent, 62 women, or 55.9 per cent, and the proportion of women in the sample was slightly higher than that of men among the participants; From the survey sample of academic qualifications, the proportion of undergraduate education surveyors accounted for the largest, reaching 53.2%, master's degree and above surveyors have 24 people, accounting for 21.6%, which shows that the majority of consumers in contact with the live broadcast of e-commerce in the middle of the academic level. In the survey sample, there were 28 students, accounting for 25.3%, and 59 employees of enterprises and institutions, accounting for a maximum of 53.2%. The proportion of monthly disposable income in 2000 yuan or more of the

surveyor is 68.4%, accounting for more than half of the number of people surveyed, combined with the age score, 19-35 years of age between the surveyors accounted for 57%, we can reasonably infer that this group of people already have a part of the working life, higher income. Judging from the time of contact with e-commerce live, 1-3 years of survey respondents are the majority, which may be due to the recent rise of e-commerce live, and the momentum of development is relatively rapid.

3.3 Empirical Analysis of the Model

Table 3 Data analysis results show that: the visibility of e-commerce anchors, professionalism, product involvement and consumer spending intentions related coefficients are 0.302, 0.517, 0.317, and at the level of 0.01 significantly related, the preliminary evidence of hypothesis H1, H2, H3. The correlation coefficient between e-commerce anchor and audience interaction with consumer willingness to buy was 0.128, which was significantly correlated at the level of 0.05, and the hypothesis H4, H5 and H6 were initially proved.

Table.3. Analysis of correlation between between dimensions

		Popularity	Professional level	Product involvement	interactivity	First purchase intention
Popularity	Pearson correlation	1	0.338**	0.110	.020	0.302**
	Significanc (tails)		.578	.827	.863	.000
	N	111	111	111	111	111
Professional level	Pearson correlation	0.338**	1	0.412**	.076	0.467**
	Significanc (tails)	.578		.479	.507	.000
Product involvement	Pearson correlation	-.025	0.412**	1	.053	0.317**
	Significanc (tails)	.827	.479		.640	.000
interactivity	Pearson correlation	.020	.076	.053	1	0.114*
	Significanc (tails)	.863	.507	.640		.003
First purchase intention	Pearson correlation	0.321**	0.374**	0.350**	0.114*	1
	Significanc (tails)	.741	.684	.054	.803	

As can be seen from Table 4, the return coefficient of the e-commerce anchor's popularity to the first purchase intention is 0.313, the return coefficient of professional to the first purchase intention is 0.464, and the return coefficient of product involvement to the first purchase intention is 0.576, Sig <0. 001, all meet the requirements of F inspection, F values are 25.376, 58.452, 131.166, Adjust R² of 0.096, can explain 9.6%, 16.7%, 33.6% variation, assuming H1, H2, H3 is validated.

Table.4. Regression Analysis of E-commerce Anchor Characteristics and Consumer's Willingness to Buy

model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adjust R ²	F
	B	S.E.	β				
Constant	2.923	0.224	0.313	13.078	0.000	0.096	25.376
Popularity	0.276	0.056		4.926	0.000		
Constant	2.247	0.239	0.464	9.413	0.000	0.167	58.452
Professional level	0.444	0.059		7.501	0.000		
Constant	2.209	0.164	0.576	13.474	0.000	0.416	131.166
Product involvement	0.459	0.042		11.143	0.000		

In Table 5, model 2 shows that the β value of the interaction item is -0.251. Therefore, this study holds that the interaction between e-commerce network anchor and consumer has a negative adjustment effect on the relationship between the popularity of e-commerce network anchor and the intention to buy first, the original assumption h4 is not established. The beta value of the module interaction is -0.114. Therefore, this study holds that the interaction between consumers and e-commerce network anchors has a negative adjustment effect on the relationship between the professionalism of e-commerce network anchors and the consumer's willingness to buy first, the original assumption h5 is not established. The β value of the interaction item is -0.142. Therefore, this study holds that the interaction between consumers and e-commerce network anchors has a negative adjustment effect on the relationship between the product involvement of e-commerce network anchors and consumer attitudes, the original assumption h6 is not true.

Table.5. The regulation of pre-factor variables and adjustment variables

Vairable	Model 1		Model 2	
	β	T	β	T
P*I			-0.251**	-4.212
R2	0.217		0.275.	
Adjusted R	0.21		0.266	
F	33.354**		33.354**	
PL*I			-0.114**	-2.877
R2	0.359		0.3811	
Adjusted R	0.354		0.373	
F	67.570**		8.279**	
PI*I			-0.142**	3.106
R2	0.292		0.32	
Adjusted R	0.286		0.311	
F	49.739**		9.645**	

4. Conclusion

(1) The professionalism, visibility and involvement of the e-commerce anchor have a positive impact on the consumer's first purchase intention. In fact, the three characteristics of the e-commerce anchor are complementary, precisely because of its promotion of products have a deeper understanding than others, with a more in-depth product involvement, he will have a stronger professionalism, will attract the public to his recommended products to produce trust, polysand into the tower, there is visibility. Therefore, e-commerce anchors should open up their favorite, interested in the category / field, study hard product knowledge, have a deeper product involvement, training

professional, increase awareness, stimulate consumers' first purchase will, so as to promote the brand, sales of products.

(2) Interaction has a negative adjustment effect on visibility, product involvement and professionalism and the willingness to purchase first. May be because the number of live broadcast room, the main broadcaster can not all interact, or because the live broadcast time is limited but to promote the number of products, so the recommendation time of each product is very short, can not have a good communication with the audience, or because the host is not familiar with the recommended products, can not explain the product knowledge, use experience in detail, resulting in poor interactivity. So, later in the live broadcast, the host can slow down, more interaction with the audience, increase their product engagement, share to the audience better and more detailed product experience

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